

“Breastfeeding welcome” kitemark scheme

Registration form

Please complete the details requested:

Name and address of Company/business

Name of contact person

Name to appear on kitemark certificate
(if different from above)

Contact telephone number

Email address

Would you like to receive **FREE** resources
and additional information?

Please tick/state number:

“Off to the best start” leaflet

Bump to Baby booklet

Livewell Southwest will use the information you
provide on this form to keep in touch with you and to
keep you up-to-date with all the services we can offer.
You can opt out of this by checking the No box.

I am happy to be contacted:

Yes No



For more information contact
phone: 01752 437177
email: oneyou.plymouth@nhs.net

Return completed forms to the:

Wellbeing Team
Admin Block
Mount Gould Hospital
200 Mount Gould Road
Plymouth
PL4 7PY

Why not visit our websites:

www.plymouth-latchon.org.uk
www.oneyouplymouth.co.uk

 Or join us on
Facebook

“Breastfeeding welcome” kitemark scheme

Join the scheme, and
receive **FREE** promotion
for your business
throughout the year

Thank goodness
for breastfeeding

**Livewell**
Southwest

What is the Plymouth “Breastfeeding welcome” kitemark?

The “Breastfeeding welcome” kitemark scheme, enables mothers to recognise a venue where she knows she can breastfeed her baby with confidence, in a welcoming environment, and with a positive attitude from all the staff who work there.



Plymouth Latch on

**Breastfeeding
welcome**

plymouth-latchon.org.uk

Livewell Southwest, and health professionals across the NHS have been promoting the benefits of breastfeeding for many years.

Human breast milk is the healthiest way to feed a human baby. It has both short and long term health benefits, which includes a reduction in the risks of sudden infant death syndrome, infections of the chest, ear, and stomach, as well as protecting mum against some cancers.

We also know that breastfeeding is environmentally friendly, requiring no heating, packaging, transport costs and no carbon footprint.

Frequently asked questions

How much does it cost to join the scheme?

It's FREE! All you need to do is complete and return the registration form on the reverse of this leaflet.

What are the benefits to my business of joining the scheme?

- You will be listed on our website as a Kitemark holder
- You will receive a FREE window sticker and certificate to display
- The scheme is talked about and promoted on social media across the City
- Mothers who breastfeed are more likely to use your business.

Do I need to provide any special facilities?

No. If you have a window sticker displayed, mothers will know they are welcome to breastfeed at your venue.

Do staff need to receive any additional training?

No. However we can offer a short free workshop for staff on making your business breastfeeding welcome if required. We can also offer supportive visits by our team.

Aren't we “Breastfeeding welcome” already?

By joining you show you are actively welcoming breastfeeding mothers. This can really help new mothers who do not feel confident feeding in public yet.